

# Economic Development Element

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## Purpose and Relationship to GMA

Economic Development is vital to preserving Bothell's quality of life and the ability of the City of Bothell to provide quality services and an enjoyable community. The purpose of the Economic Development Element is to provide guidelines for maintaining, enhancing and creating economic activity in appropriate locations within the Planning Area. Through the City's actions to partner with economic development interests, the citizens of Bothell will have greater employment opportunities, more diversity in the goods, service and entertainment provided by a robust economy and a higher level of public services.

The Growth Management Act contains the following goal promoting economic development:

"Economic Development. Encourage economic development throughout the state that is consistent with adopted comprehensive plans, promote economic opportunity for all citizens of this state, especially for unemployed and for disadvantaged persons, promote the retention and expansion of existing businesses and recruitment of new businesses, recognize regional differences impacting economic development opportunities, and encourage growth in areas experiencing insufficient economic growth, all within the capacities of the state's natural resources, public services, and public facilities."

Moreover, the Act requires countywide planning policies to address economic development and employment. Accordingly, the King and Snohomish County countywide planning policies contain policies addressing this topic (see **Appendices LU-A-1 and LU-A-2**).

In 2002 the Growth Management Act was amended to require jurisdictions to include an economic development element in their comprehensive plans. The amendment prescribed the components of an economic development element. However, the amendment also included language rendering this requirement "null and void until funds sufficient to cover applicable local government costs are appropriated and distributed by the state at least two years before local government must update comprehensive plans ..."

While sufficient funds have not yet been appropriated by the state to complete all of the components of an economic development element, Bothell has elected to include an economic development element since the inception of the *Imagine Bothell...* plan process in 1990. The element has provided valuable economic development direction since 1994 and continues to provide a framework for economic development in the future.

This element describes the existing economic activity centers in Bothell and establishes goals, policies and actions to promote a financially sustainable community and economic opportunity for Bothell citizens.

Economic activity within the Planning Area occurs in six areas:

1. Regional Activity Centers;
2. Community Activity Centers;

3. Neighborhood Activity Centers;
4. Specialty Activity Center;
5. Activity outside of centers;
6. Home occupations.

These areas and the types of economic activities they support are discussed in detail below and depicted on **Figure ED-1**. Economic activities range from research, office and manufacturing in the business parks to major retail and specialty shops and services in the various activity centers to home offices and businesses.

The University of Washington Bothell / Cascadia College campus is another significant economic engine for the community and surrounding areas. It not only provides significant employment, but also helps train a highly capable workforce for community businesses. Staff and students provide customers for local businesses and services. Partnerships with local businesses and industries provide mutual benefits and strengthen the overall economic vitality of the community.

## Regional Activity Centers

Regional Activity Centers provide employment and shopping opportunities over a multi-county area. There are two such centers within the Planning Area (see **Figure ED-1**):

The **North Creek Regional Activity Center**, comprising approximately 754 acres located east of I-405, straddling the King-Snohomish County line, and containing the Schnitzer North Creek, Monte Villa Center and Bothell business parks, and retail development in the south portion of the activity center.

The **Canyon Park Regional Activity Center**, comprising approximately 637 acres located north of I-405 on both sides of the Bothell-Everett Highway, and containing the 300-acre Canyon Park Business Center and several large light manufacturing businesses. The Canyon Park Regional and Community Activity centers also comprise Bothell's designated Regional Growth Center in the Puget Sound Regional Council Vision 2040 Plan, with 8,566 jobs as of 2008. Together with the Thrasher's Corner Community Activity Center, these areas should be considered as an integrated whole as part of a future planning process to better capitalize on the unrealized potential of these areas for both residential and commercial growth.

Employment capacity in the two regional activity centers, assuming a continuation of the current pattern of development and business types, is estimated to be about 45,000.

## Community Activity Centers

Community Activity Centers provide shopping, personal and professional services, dining, and entertainment opportunities on a city-wide scale. There are three such centers within the Planning Area (see **Figure ED-1**):

The **Downtown Bothell Community Activity Center**, comprising approximately 255 acres in Bothell's historic central business district, located along SR 522 and SR 527 from the Wayne Curve north to about NE 190<sup>th</sup> Street, and east of SR 527 along Main Street and Beardslee Boulevard to I-405, including the University of Washington Bothell / Cascadia College co-located campus. Regardless of what activity center it is in, the UWB/CC campus is growing rapidly with the completion of the South Access project which allows attendance to increase from 3,000 to 10,000 full time equivalent students, making it a major force in Bothell's economic development.

The **Canyon Park Community Activity Center**, comprising approximately 98 acres and located around the intersection of SR 527 and 228th Street SE. The two main developments in this area are the Canyon Park and Canyon Park Place shopping centers.

The **Thrasher's Corner Community Activity Center**, comprising approximately 48 acres within the city limits and about 252 acres in unincorporated Snohomish County (of which the majority is within Bothell's potential annexation area), located around the intersection of SR 527 and SR 524 (Filbert and Maltby Roads).

Both the Canyon Park and Thrasher's Corner Community Activity Centers should be planned in conjunction with the Canyon Park Regional Activity Center (see above).

## Neighborhood Activity Centers

Neighborhood Activity Centers provide convenience shopping and services opportunities for the immediate surrounding residential area. There are four such centers designated within the Planning Area (see **Figure ED-1**):

The **Meridian / 228th Neighborhood Activity Center**, located at the northwest and southwest corners of Meridian Avenue and 228th Street SE, and comprising approximately 3 acres. Redevelopment of the adjacent federal property to the southwest could increase the area and/or add significant housing within walking distance.

The **Bothell-Everett Highway / 240th Neighborhood Activity Center**, located at the intersection of the Bothell-Everett Highway and 240th Street SE, and comprising approximately 3 acres. This area is also known as the Red Barn Village special district and should be planned in conjunction with the adjacent Country Village Specialty Activity Center.

The **Juanita-Woodinville / 160th Neighborhood Activity Center**, located at the intersection of Juanita-Woodinville Way and NE 160th Street, adjacent to I-405, and comprising approximately 4 acres

The **Juanita-Woodinville / 145th Neighborhood Activity Center**, located at the intersection of Juanita-Woodinville Way and NE 145th Street, and comprising approximately 4 acres.

The **Filbert / Winesap Neighborhood Activity Center**, located at the intersection of Filbert Road and W Winesap Road, and comprising approximately 7 acres.

The **Maltby / Jewell Neighborhood Activity Center**, located at the northeast corner of the Maltby Road and Jewell Road intersection, and comprising approximately 4 acres.

Other neighborhood activity centers may be appropriate when population is sufficient to support such centers. One potential neighborhood center at 228<sup>th</sup> and 45th is depicted on **Figure ED-1**.

## Specialty Activity Centers

Specialty Activity Centers comprise a concentration of businesses providing a particular type of product or shopping experience, typically for a regional market. The Planning Area contains one such center, Country Village, located on the Bothell-Everett Highway north of 240th Street SE. Country Village is a collection of retail shops and restaurants arranged in a country setting. The development is extremely popular, drawing tourists and shoppers from throughout the region (see **Figure ED-1**). Planning for this area should be done in conjunction with the adjacent Red Barn Village Neighborhood Activity Center (see above).

## Activity outside of centers

Activity outside of centers comprises businesses which are not part of a concentration of economic activity but are often single businesses located within residential neighborhoods.

## Home occupations

Home occupations comprise businesses which are carried on in a dwelling unit by a member of the family living in the unit, and which are secondary to the use of the premises as a dwelling. In downtown, we are beginning to see some ground level apartments that are designed to convert to commercial use as demand evolves and might become live-work spaces in the meantime.

## Development of Goals, Policies and Actions

Bothell has evolved into a major regional employment hub. This growth was initiated by the availability of developable land in the North Creek Valley, but has been sustained by the City's geographically advantageous position within the Puget Sound region and a high quality of life which attracts employers and employees alike. Moreover, sufficient capacity exists within the North Creek and Canyon Park office / light industrial activity centers to accommodate employment growth well beyond the 2035 growth target.

With respect to Bothell's role as a regional employment center, the emphasis of this element is on how to maintain and, where possible, enhance the favorable business climate which currently exists, while protecting the City's residential areas from intrusion of incompatible uses. Concerning Bothell's retail and services areas, the direction of the following goals, policies and actions is to enhance the long-term viability of these areas by making them more attractive to customers through design and access improvements. This would reduce-retail "leakage", enhance business recruitment and retention, and provide more high quality retail, commercial and entertainment options for Bothell residents, students and employees.

The Economic Development goals, policies and actions were developed, in part, from community forums and plans dating back to the early 1990s. An Economic Development Action Program adopted by the City Council in 2003 was also the source of several actions included in the 2004 update of this element.

More recently, the City has worked with emerging industries to form the Bothell Biomedical Manufacturing Innovation Zone to promote the development of the biomedical device cluster through programs centered on improving industry branding, funding, networking, education/development, and secondary industry support.

# Economic Development Goals, Policies and Actions

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## Goals

- ED-G1 To develop and maintain a strong, diversified and sustainable economy, while respecting the natural and cultural environment and preserving or enhancing the quality of life for Bothell citizens.
- ED-G2 To encourage economic development activities which take into consideration the capacities of the area's natural and cultural resources, public services, and public facilities.
- ED-G3 To promote a full spectrum of job growth.
- ED-G4 To promote local citizen support of businesses located in Bothell.
- ED-G5 To promote economic opportunity for all citizens of Bothell, inclusive of unemployed and disadvantaged persons.
- ED-G6 To provide successful business recruitment and retention programs that increase the number of local jobs and offer broader employment opportunities, while also offering diverse retail, commercial and entertainment options for Bothell citizens.
- ED-G7 To cultivate local businesses supported by the City that foster increased tourism and shopping in Bothell.
- ED-G8 To promote a locally educated work force program that attracts new talent to jobs and businesses in Bothell.

## Policies

- ED-P1 Partner with local businesses, educational institutions and business groups to improve Bothell's position as a regional force in job creation and business growth.
- ED-P2 Designate land of sufficient acreage to attract retail development and maintain and enhance retail and entertainment opportunities at the neighborhood, community and regional levels.
- ED-P3 Partner with private interests to implement development projects with a high likelihood of market success and the potential to stimulate additional development. Target catalyst projects include:
- Potential redevelopment of properties, including former Northshore School District land, along the west side of Bothell Way, north of SR 522;
  - Connecting the above properties to the historic downtown core through the redevelopment of Bothell Way as a multiway boulevard and the extension of Main Street to the west of Bothell Way;

- Realigning SR 522 to ease traffic flow, provide more and better pedestrian connections to an expanded Park at Bothell Landing, allow for extending Main Street to the west and the development of anchor retail directly adjacent to Main Street;
- Development of a new City Hall and complimentary private development on the existing City Hall block; and
- Potential development of a pedestrian bridge over SR 522 which could successfully link Main Street businesses and the Sammamish River.
- Potential transit-oriented development on the existing King County Metro Park and Ride lot between 102<sup>nd</sup>, SR 522 and Kaysner Way.

- ED-P4     Designate a commercial and scenic transportation route through Bothell which would serve the purposes of establishing a commercial identity for Bothell and linking the retail, office, educational institution, commercial and industrial activity centers within the City. Along the route, business areas would alternate with natural open space for a pleasing driving, bicycling, walking or transit riding experience. See **Figure ED-2**.
- ED-P5     Proactively plan and communicate with economic development interests as soon as possible in the permit application process the appropriate level of service and infrastructure capacities giving consideration to economic development opportunities.
- ED-P6     Ensure that new commercial development incorporates site and building design features to promote commuting by foot, bicycle, carpool and/or transit. Such features may include but are not limited to shower facilities, bicycle lockers, close-in carpool parking, and shelters at transit stops.
- ED-P7     Proactively seek opportunities for public-private partnerships that promote a community that is more desirable for residents and more attractive for business to locate and create jobs.
- ED-P8     Provide for the development of small-scale mixed use neighborhood villages as a means of promoting a sense of community, encouraging pedestrian and bicycle mobility, and reducing the number and length of motorized convenience shopping trips. See **Figure ED-1** for locations of existing neighborhood activity centers that could be enhanced and a potential new one.
- ED-P9     Monitor, support, and participate in State, County and regional economic development efforts to the benefit of Bothell residents and businesses.
- ED-P10    As a means of promoting vibrant retail areas, encourage the combination of residential dwelling units and businesses on the same property or within an identified district, where deemed to be appropriate.
- ED-P11    Strongly promote pedestrian oriented commercial development which incorporates a focus of activity, and is architecturally distinctive.
- ED-P12    Promote structured parking where appropriate as a means of creating compact, pedestrian oriented retail areas.
- ED-P13    Develop guidelines for and encourage and offer incentives for the provision of day care by businesses for their employees' children.
- ED-P14    Identify sectors of the economy within Bothell where opportunity might exist to create additional jobs and identify potential strategies for attracting employment. Enhance business retention strategies to encourage and allow existing businesses to expand.

- ED-P15 Identify, encourage and promote commercial development which generates a high annual revenue return while respecting the natural and cultural environments and preserving or enhancing the quality of life in the community. Enhance business recruitment strategies to target and lure desired new businesses.
- ED-P16 Encourage active cooperation between the City, campus and local businesses concerning economic development issues, including the support of those businesses and campus activities which have specialized infrastructure, building design and transportation needs.
- ED-P17 Pursue transportation system improvements to ensure efficient transport of goods and convenient access for employees, students and customers to and from places of business. Such system improvements should include transit facilities and services.
- ED-P18 Explore ways in which the downtown retail shopping area might be further enhanced and better linked to the Sammamish River.
- ED-P19 Explore ways in which the UW Bothell / Cascadia College campus might be better linked to the downtown activity center to promote economic opportunity for downtown businesses and both a greater sense of community and better access to services for UWB/CC students, faculty and staff.
- ED-P20 Where appropriate, participate or otherwise assist in business- and educational institution-sponsored activities to increase local awareness of goods and services available in Bothell, such as the Biomedical Manufacturing Innovation Partnership Zone.
- ED-P21 Promote recreational and cultural activities as an economic stimulus.
- ED-P22 Ensure that City licensing and permitting practices and procedures are consistent and expeditious. Where specialized industry requirements call for inspections by other government agencies, coordinate with those agencies to strive for consistency and minimize duplication of efforts.
- ED-P23 Link the area's natural and built features in order to reinforce community identity and support Bothell businesses.
- ED-P24 Encourage public and private investment in public infrastructure and catalyst projects to spur other development, improve the economic base and accommodate growth.
- ED-P25 Transform the Canyon Park Regional Activity Center, along with the adjacent Canyon Park and Thrasher's Corner Community Activity Centers, into a more vital and sustainable mixed-use urban center.
- ED-P26 Consider rezones and potential urban growth boundary adjustments necessary to establish a new neighborhood activity center at the intersection of SE 228<sup>th</sup> St. and 45<sup>th</sup> Ave SE to serve that area of the city with convenience retail and services.

# Actions

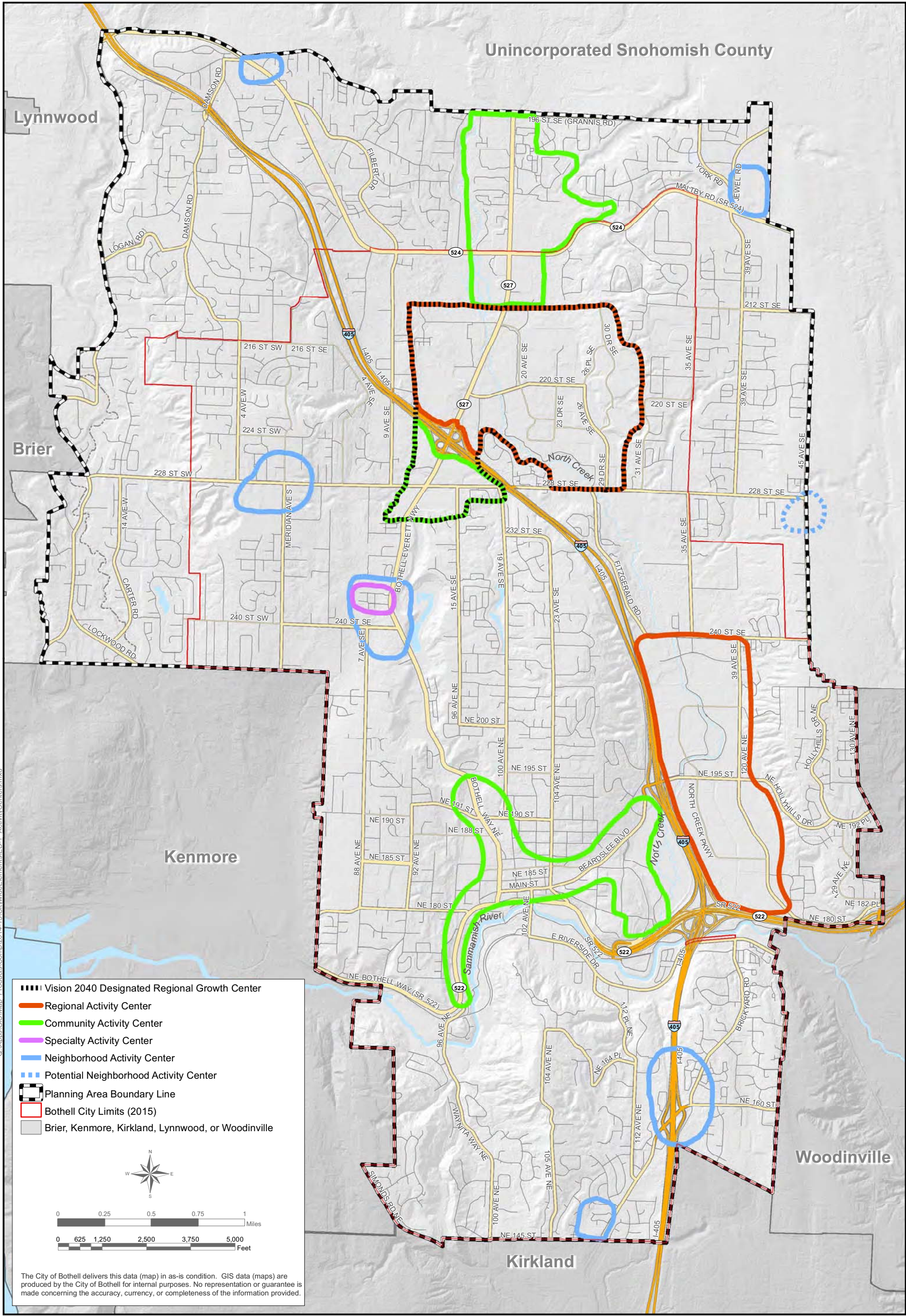
- ED-A1 Monitor the amount and rate of land consumption for business, commercial and industrial uses to ensure that the amount of land zoned for such uses is adequate to meet employment forecasts.
- ED-A2 Complete analyses (e.g., socioeconomic base analysis, shift-share analysis, retail gravity analysis) to provide a technical foundation upon which economic strategies and decision making can be based.
- ED-A3 Continue discussions with local businesses, educational institutions and associations to determine how the City might assist with local economic development concerns.
- ED-A4 Task the appropriate boards and commissions to identify and promote recreational and cultural activities which might serve as an economic stimulus.
- ED-A5 Identify tax incentives, grants, potential changes in state legislation, or other mechanisms to encourage development and redevelopment.
- ED-A6 Explore opportunities for retail development that generate sales tax revenue, which is a source of substantial funding for maintaining, enhancing, and adding new City services.
- ED-A7 Work with regional economic development groups to enhance Bothell's economic opportunities.
- ED-A8 Explore the appropriateness of identifying incentives for providing on-site day care in businesses.
- ED-A9 Support and establish programs, events and attractions which reinforce the community's identity and support Bothell businesses.
- ED-A10 Explore options for implementing a Bothell Circulator, including possible private sector involvement. If viable, identify a specific route and develop uniform right of way\_design standards incorporating such features as landscaping islands, a street tree theme, special Circulator signage and street lighting, and street furniture.
- ED-A11 Continue to review and update the city's licensing and permitting procedures for equity and efficiency.
- ED-A12 Serve as a knowledgeable and reliable source for local business creation, assistance and development programs.
- ED-A13 Continue to obtain staff training and in turn educate the business community concerning the economic benefits of promoting historic preservation.
- ED-A14 Continue and expand efforts to improve coordination on economic development matters among elected officials, appointed boards and commissions, City senior management staff and departments, local businesses, educational institutions, citizens and other parties with an interest in economic development.
- ED-A15 Expand efforts to share information regarding the City's economic development programs and activities with community constituencies in order to develop a stronger community partnership in the City's economic development program.



- ED-A16 Leverage marketing and development opportunities through partnerships with State, regional and local economic development partners.
- ED-A17 Build on partnerships with the University of Washington Bothell and Cascadia Community College to maximize the educational benefit aspects to economic development in Bothell.
- ED-A18 Work with site selection consultants, real estate developers, state and local economic development agencies and other partners to attract new business and industry to Bothell properties.
- ED-A19 Develop an inventory of available “tools” to aid in business attraction, including, where feasible, financial as well as non-financial incentives.
- ED-A20 Maintain an active business retention program that annually measures and reports to Council on business and job retention in the community.
- ED-A21 Develop and update marketing materials, including signs, brochures, information sheets or other collateral materials which support the marketing of Bothell as a place to do business.
- ED-A22 Explore the potential for “testimonial” marketing of Bothell by existing businesses in the city.
- ED-A23 Participate in a full range of King County and Snohomish County Economic Development Council activities, including industrial marketing and promotion, research, committee meetings and other efforts to attract new business and industry to Bothell.
- ED-A24 Work with the local Chambers of Commerce to establish a formal “Business Retention and Support” program.
- ED-A25 Participate with King County and Snohomish County Economic Development Councils and other state and regional efforts to assist and retain existing businesses.
- ED-A26 Continue to work with City departments to maximize opportunities to contract for locally provided goods and services.
- ED-A27 Wherever possible, showcase local business and educational institution success and expansion through City participation in ribbon cuttings and other business recognition programs.
- ED-A28 Explore the potential for creating an annual “City of Bothell Business Achievement Award” that would honor significant contributions by business to the quality of life in Bothell.
- ED-A29 Continue to support efforts to promote tourism through hotel/motel tax revenues, community festivals and events, and other means.
- ED-A30 Consider programs to help preserve and enhance Bothell’s historic core as a key element in the Downtown Revitalization Plan.
- ED-A31 Continue efforts to monitor and improve on-street, public and potential public/private parking in support of a vital and accessible business community.

- ED-A32 Measures to be explored may include but not be limited to reinforcing existing connections with amenities and extensions of pedestrian oriented retail. If retail development expands to support upper level retail, consider the construction of pedestrian overpasses or a deck over SR 522 (see also UD-12, 13 and 14).
- ED-A33 Develop a subarea plan incorporating the Canyon Park Regional Activity Center, along with the adjacent Canyon Park and Thrasher's Corner Community Activity Centers with elements including, but not limited to:
- Adding housing and retail utilizing cutting edge strategies for retrofitting business and industrial parks.
  - Exploring public-private partnerships for business recruitment and retention, catalyst projects and other strategies for development.
  - Improving pedestrian connections within and between the activity centers, especially those crossing I-405 and SR 527, using the overpass for the park and ride and enhancing other existing links.



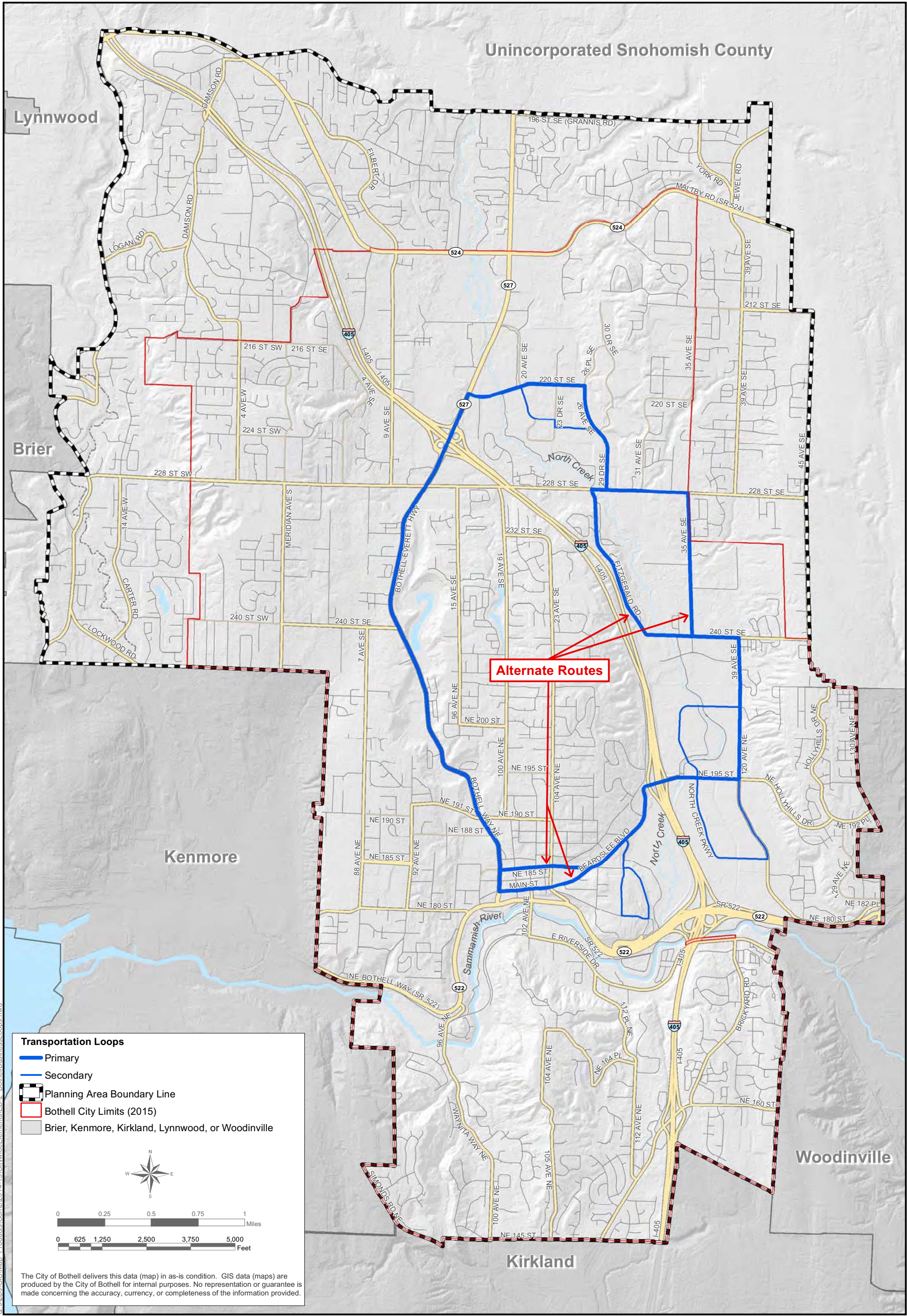


Imagine Bothell...Comprehensive Plan  
2015 Periodic Plan and Code Update

Figure ED-1  
Economic Development  
Activity Centers







Imagine Bothell...Comprehensive Plan  
2015 Periodic Plan and Code Update

Figure ED-2  
Economic Development  
Commerical and Scenic Transportation Loop

